



# MMCC1040

## Introduction to Media and Mass Communications

Session 1, Online-scheduled-weekday 2022

*Department of Media, Communications, Creative Arts, Language and Literature*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Course Convenor and lecturer

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10HA 191G

By appointment, please email.

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Introduction to media and communications addresses the major transformations and continuities in the media and communications environment. Students learn foundational frameworks that will help them gain a deeper understanding of rapidly changing media industries and practices. Through interdisciplinary, international, and historical frameworks, this unit explores a range of media forms from print, photography, cinema, and broadcast media, to digital technologies and practices. Through the analysis of mediated communications and media change, students develop knowledge of the structures of power that inform complex relationships between audiences and producers. Interrogating the role of media in everyday life, in both local and global contexts, the course offers a vital introduction to media and communications studies.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.

**ULO2:** evaluate and distinguish between foundational frameworks and approaches to

media audiences, technologies, industries, and practices.

**ULO3:** prepare independent academic research in the field.

**ULO4:** communicate disciplinary knowledge using appropriate academic discourses.

**ULO5:** analyse contemporary ethical implications of media and communications representations.

## General Assessment Information

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- **ULO5:** analyse contemporary ethical implications of media and communications representations.

### General Assessment Information

#### Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric, and in-text comments attached to assignments marked in Turnitin. Students will receive feedback by taking a non-graded iLearn quiz at the end of week 4, which allows them to test their knowledge and track their progress in terms of their knowledge of foundational frameworks and approaches to media and communications. They may receive further individual feedback from unit staff in email communication and personal consultations. Marks are made available in the Gradebook function in iLearn.

#### Late Submission and Special Consideration

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through [Campus Wellbeing](#) and Support Services.

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF

## ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

**Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.**

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">ilearn Quizzes</a>	20%	No	Week 5 & Week 10 Wed-Sat
<a href="#">Poster</a>	30%	No	Week 6 23:59 on 29/3/2022
<a href="#">Major Research Essay</a>	50%	No	Week 12 23:59 on 25/05/2022

### ilearn Quizzes

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 5 & Week 10 Wed-Sat**

Weighting: **20%**

Students will complete quizzes during the session that engage with the unit materials and themes. Refer to ilearn for further information.

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## Poster

Assessment Type <sup>1</sup>: Poster

Indicative Time on Task <sup>2</sup>: 35 hours

Due: **Week 6 23:59 on 29/3/2022**

Weighting: **30%**

Students are required to use media in a creative and analytic format to present their understanding of a complex concept/theory. Refer to ilearn for further information.

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## Major Research Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 55 hours

Due: **Week 12 23:59 on 25/05/2022**

Weighting: **50%**

Students select an essay question and are required to research and use academic sources to

support their written argument. Refer to iLearn for further information.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

This unit is delivered through live lectures (all lectures are recorded and will be made available on iLearn), on-campus tutorials, and online tutorials. You will need to enrol in both the lecture and a tutorial. For specific class times, please see the timetable. **Tutorials for this unit begin in Week One.**

Unit readings will be made available through the university library and can be accessed online via Leganto.

A link to Leganto will be available on the unit's iLearn space. A working internet connection is critical to successfully complete this unit, as well as participate in this unit's classes.

## Unit Schedule

### Module 1: Foundational Frameworks: Media Theories and Concepts

Week 1: Media and Representation

Week 2: Media and Technology

Week 3: Media and the Public Sphere

Week 4: Media, Platform Society and Participatory Culture

## **Module 2: Who (and how) do you think you are? Media, Online Selves and Data**

Week 5: Media and Self-Branding

Week 6: Media and Surveillance Capitalism

Week 7: Media and the Quantified Self

## **Module 3: Making Media: Industries, Convergence, and Audiences**

Week 8: Media and Convergence

Week 9: Media and the Audience

Week 10: Media Ecologies

Week 11: Essay Writing Workshop

Week 12: No Classes

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

## **Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## **Results**

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the

University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](mailto:ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support](#) including information about finances, tenancy and legal issues

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).



## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.